



January 29, 2010

Ex Parte

Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: GN Docket No. 09-191 and WC Docket No. 07-52

Dear Ms. Dortch:

At our meeting with FCC officials on January 21, 2010, Zachary Katz, Deputy Chief, Office of Strategic Planning & Policy Analysis, requested that ESA provide the FCC economic data on the size of the U.S. video game industry.¹ Figures for 2009 U.S. game software and unit sales recently became available, and we are pleased to include this information in the attached Addendum.

In accordance with the Commission's rules, ESA is electronically filing a copy of this letter in the above-referenced dockets. Please let us know if you have any questions concerning this submission.

Respectfully submitted,

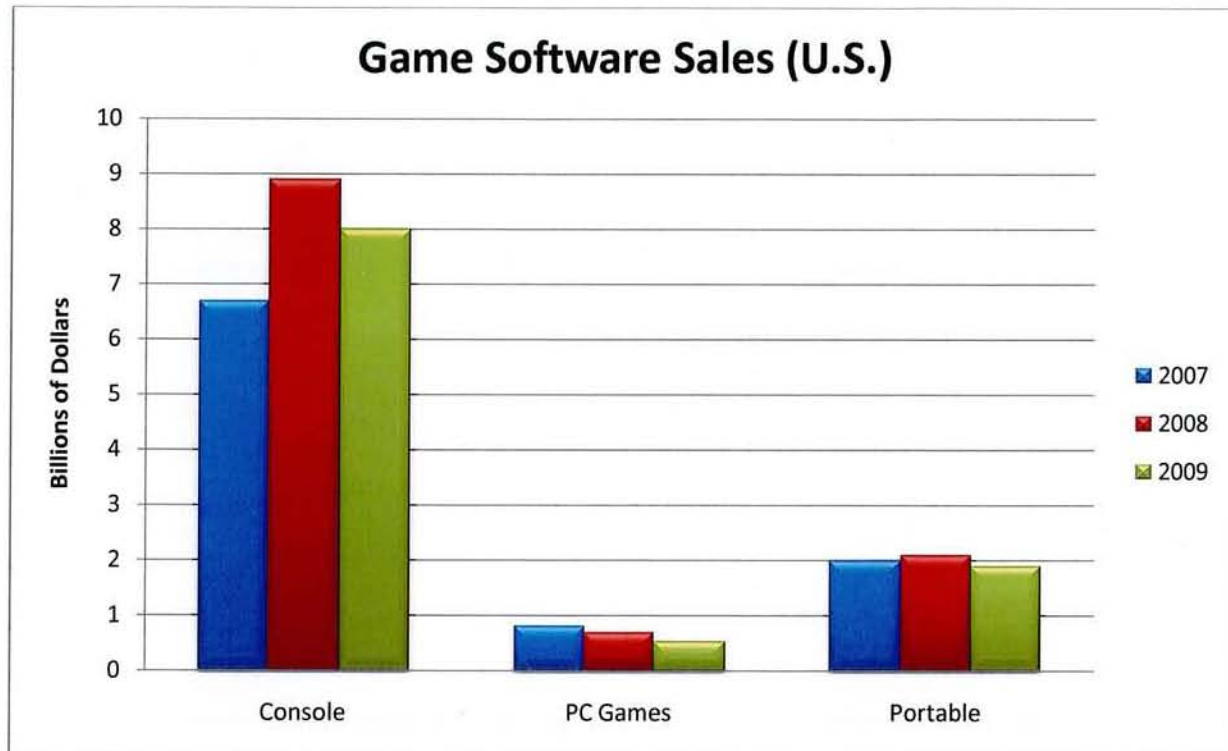
Kenneth L. Doroshov
Senior Vice President & General Counsel

¹ We electronically filed a letter summarizing this "ex parte" meeting on January 22, 2010.

cc: Zachary Katz (via email)
David Tannenbaum (via email)
Jon Peha (via email)
Julius Knapp (via email)
Sharon Gillett (via email)
Jennifer Prime (via email)

Addendum

U.S. Software SALES	2007	2008	2009
Console	\$6.7 billion	\$8.9 billion	\$8.0 billion
PC Games	\$818 million	\$701.4 million	\$538.4 million
Portable	\$2.0 billion	\$2.1 billion	\$1.9 billion
TOTAL	\$9.5 billion	\$11.7 billion	\$10.5 billion

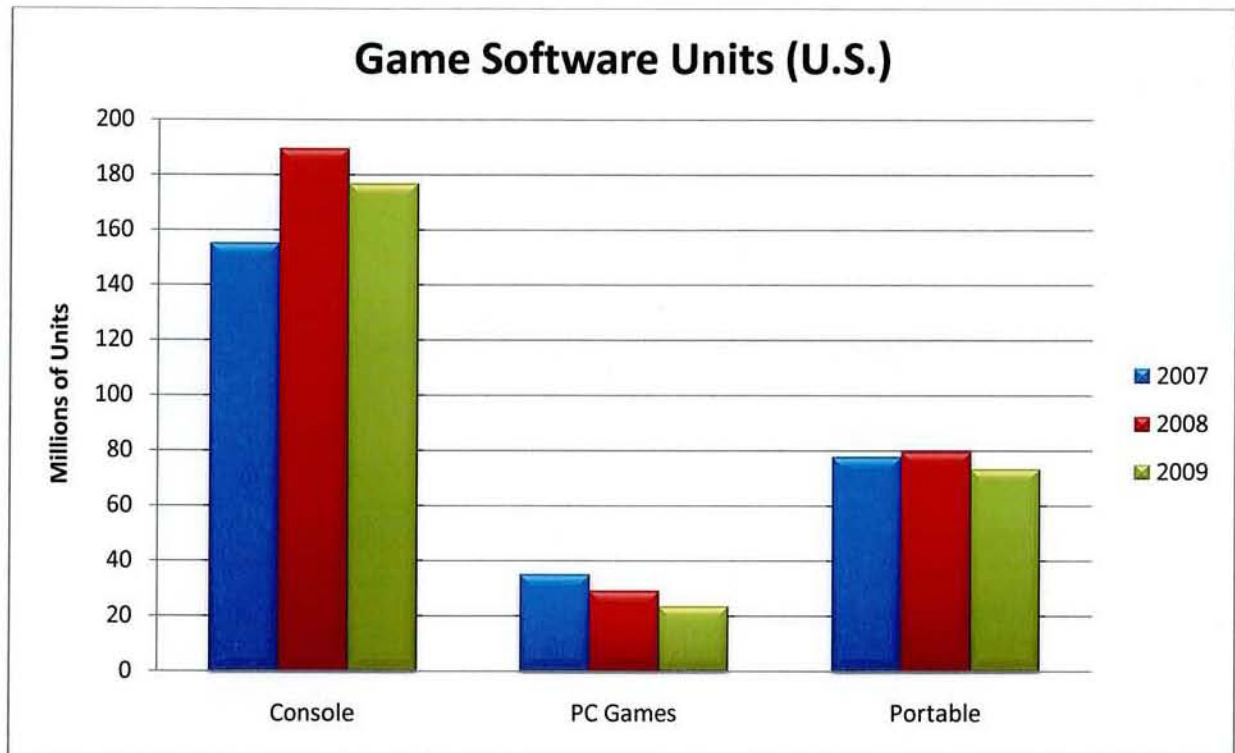


Source: The NPD Group Inc./Retail Tracking Service "Total Sales Category Breakdown" for years 2007-09.

Please note that these figures do not account for the full economic footprint of the entertainment software industry. Figures for PC Games do not include subscriptions for online games, an increasingly important segment of the PC game market. The market for online games in North America is expected to grow from \$2.0 billion in 2008 to \$2.7 billion in 2013, growing by 6.4 percent on a compound annual basis.² Nor do these figures include the sales of video game consoles, handheld devices, specialized game PCs, and peripherals, which contribute billions more in sales.

² Source: PricewaterhouseCoopers *Global entertainment and media outlook 2009-13* at p. 353.

U.S. Software UNITS	2007	2008	2009
Console	155.1 million	189.4 million	176.7 million
PC Games	35.0 million	29.2 million	23.5 million
Portable	77.7 million	79.6 million	73.2 million
TOTAL	267.8 million	298.2 million	273.5 million



Source: The NPD Group Inc./Retail Tracking Service "Total Sales Category Breakdown" for years 2007-09.

To put these numbers in context, in 2009 the U.S. entertainment software industry sold on average eight games every second of every day.